Structure

Part 1

- Definitions of CSR.
- Caroll’s Four Part Definition
- Historical Perspectives.
- Corporate Citizenship Concepts
- Q&A

Part 2

- Two Views of CSR.
- Arguments for and Against CSR.
- Should Corporations be Involved in CSR?
- People-Planet-Profits.
- Q&A

Part 3

- Non-economic and Diversity Reporting
- Corporate Governance Codes
- Sustainability Standards and Regulations
- Voluntary Schemes
- (define and devise a CSR strategy for your company?)

Part 4

- Business Ethics Developments.
- Methods of Companies Integrate Ethics.
- Commitment in Global Code of Business Ethics.
- Making Decisions on Ethical Issues.

Part 5

- AI and CSR (Ethics in AI)
- Promoting Ethical AI Practices
- Supporting Social Good Initiatives
- Fostering Sustainable Practices
- Challenges and Considerations

Part 6

- Case

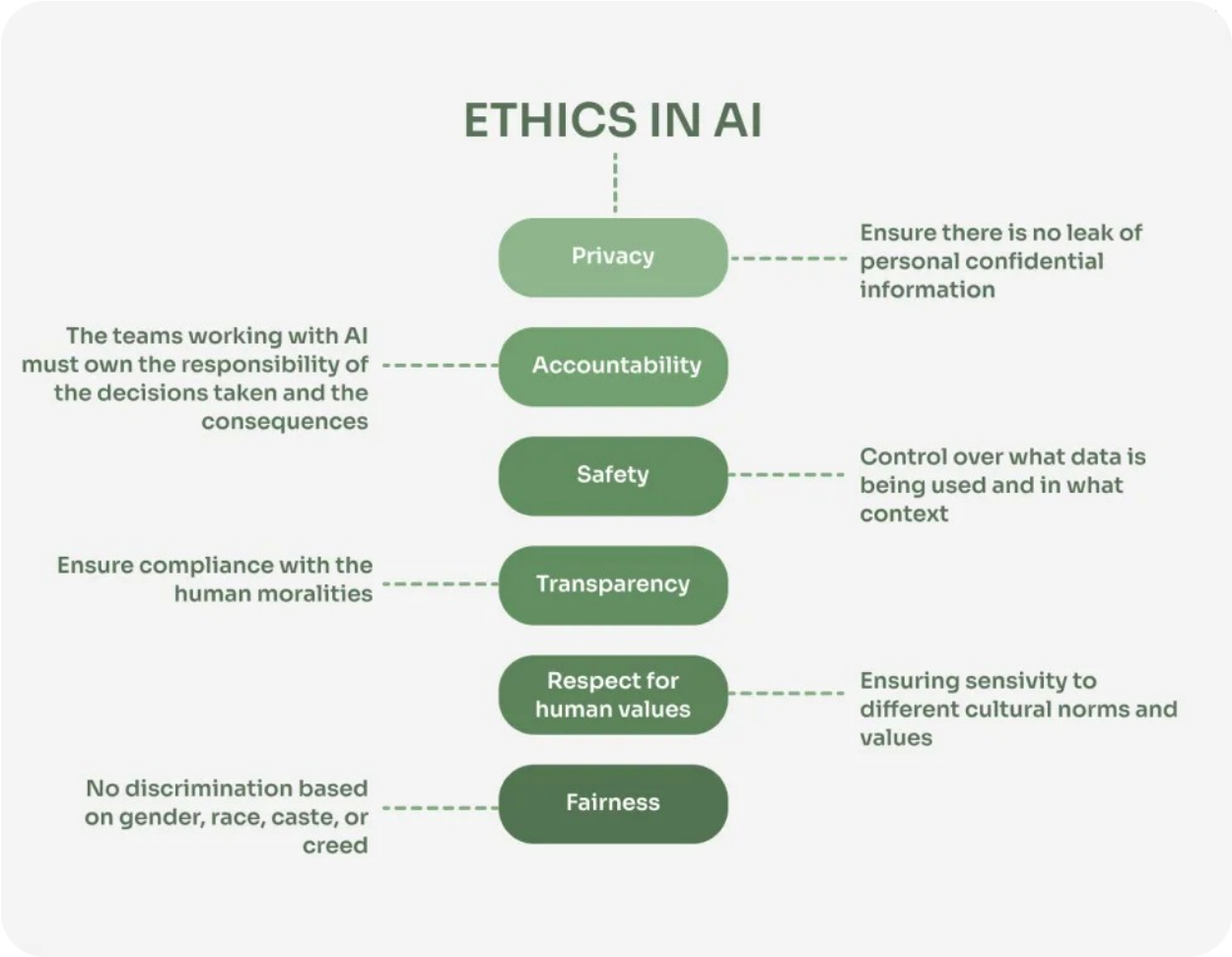
Part 7

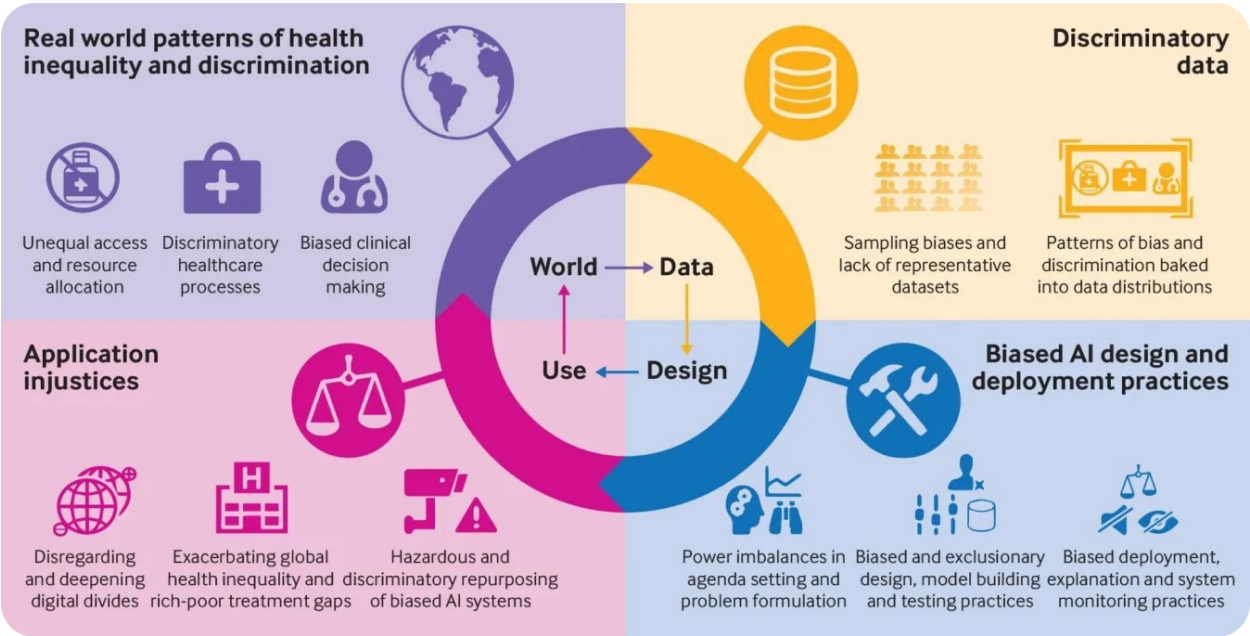
- The Rise and Fall of CSR.
- The Failure of CSR: 3 Curses.
- Embracing the Future: 5 Principles.
- Shapeshifting: From CSR 1.0 to CSR 2.0

Part 8

- Exam?

The "3 Curses" of Corporate Social Responsibility (CSR), as identified by Wayne Visser, describe its failures: Incrementalism (small changes failing to tackle big problems), Peripherality (treating CSR as a side function, not core strategy), and the "Business Case" obsession (focusing on profit rather than genuine impact).


ETHICS IN AI
Privacy
Ensure there is no leak of personal confidential information
The teams working with AI must own the responsibility of the decisions taken and the consequences
Accountability
Safety
Control over what data is being used and in what context
Ensure compliance with the human moralities
Transparency
Respect for human values
Ensuring sensivity to different cultural norms and values
No discrimination based on gender, race, caste, or creed
Fairness


Real world patterns of health inequality and discrimination
Unequal access and resource allocation
Discriminatory healthcare processes
Biased clinical decision making
Discriminatory data
Sampling biases and lack of representative datasets
Patterns of bias and discrimination baked into data distributions
World
Data
Use
Design
Application injustices
Disregarding and deepening digital divides
Exacerbating global health inequality and rich-poor treatment gaps
Hazardous and discriminatory repurposing of biased AI systems
Biased AI design and deployment practices
Power imbalances in agenda setting and problem formulation
Biased and exclusionary design, model building and testing practices
Biased deployment, explanation and system monitoring practices

https://www.ultralytics.com/ru/blog/the-ethical-use-of-ai-balances-innovation-and-integrity

https://www.moralmachine.net/hl/ru

https://www.moralmachine.net

Course Assessment:

Class Participation – 15

Mid Test – 15

Homework - 20

Case Study Analysis - 20

Final Test – 30

Total - 100